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UNITED STATES  
 DEPARTMENT OF THE INTERIOR  
 BUREAU OF INDIAN AFFAIRS

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FAX COVER SHEET

DATE: 03/30/04

NO OF PAGES SENT: 12 (INCLUDES COVER SHEET)

SENT TO: DORIS WILLIE

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DORIS,

I AM ATTACHING A COPY OF 17 BIAM, PUBLIC INFORMATION. IF YOU NEED ANYTHING ELSE, JUST LET ME KNOW.

*Bird*  
 BIRD FORD



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PUBLIC INFORMATION

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PUBLIC INFORMATION  
Information Activities

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1.1 Policy. It is the policy of the Bureau and the Office of Public Information to:

A. Provide the public prompt access to information about its activities, in accord with long-standing Bureau policy as well as the provisions and spirit of the Freedom of Information Act (Public Information Section of the Administrative Procedure Act). Disclosure will be the general rule, not the exception. The burden will be on the Government to justify withholding of a document.

B. Encourage the sale of Bureau publications in order to increase the return of user fees to the Federal Government.

C. Increase dissemination of information by stressing reliance on suitable nongovernment media.

1.2 Mission. As a vital and integral part of its over-all mission, the Bureau of Indian Affairs has a continuing responsibility to keep the public informed of its many programs and activities. The Bureau welcomes public examination of these programs and activities, not only as an inherent public right under our system of Government, but also because public understanding and discussion are essential to the effective planning, conduct, and accomplishment of Bureau activities.

The overall responsibility for assuring adherence to this information posture rests with the Office of Public Information, Office of the Commissioner, which coordinates the general information activities of all Areas and Agencies of the Bureau.

1.3 Coordination of Information Activities. The public information activities of the Bureau shall be coordinated at the Headquarters Office level in Washington through the Bureau's Director of Public Information, to insure consistency in all parts of the Nation where the Bureau operates. Procedures are set forth in 17 BIAM 3.

1.4 Responsibilities of Public Information Office, Headquarters Office, and Other Bureau Officials. The Bureau's Director of Public Information is responsible for adhering to the provisions in the Departmental Manual governing the relationships of the Department's Office of Public Affairs, Office of the Secretary, to public information activities of the constituent bureaus of the Department.

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PUBLIC INFORMATION  
Information Activities

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A. Headquarters Office Officials. In the Headquarters Office, the Director of Public Information is responsible for advising the Commissioner on questions of broad information policy and for developing and executing a program designed to inform the public of Bureau aims and activities as they apply nationally and/or locally. Each program director, through his superior, is responsible, in turn, for keeping the Office of Public Information informed of significant developments within the scope of his/her program and for cooperating with the Public Information Office in developing appropriate public statements and other materials intended for public distribution.

B. Field Officials. At Bureau Area Offices the Area Director is responsible for the conduct of public information activities in the area of his/her jurisdiction insofar as they are exclusively local. Where public information positions exist at field installations, or where persons are assigned this function along with other duties, the relationship between the Director of Public Information, Headquarters Office, and the field information designee shall be such that Headquarters information personnel are kept constantly informed of activities, or any statements or materials that would have implications beyond the immediate local level. Therefore, any public utterances which carry an import beyond the immediate local level and which, as a result, may lead to subsequent involvement of Washington headquarters officials shall be undertaken only with the prior approval of the Headquarters Office of Public Information. The normal channel of prior notification is the Director of Public Information, otherwise the Commissioner or Acting Commissioner. (Specific procedure for obtaining prior approval is contained in 17 BIAM 3.2).

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PUBLIC INFORMATION  
Operational Guides

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2.1 Cooperation Within the Bureau and With News Media. An informed BIA Office of Public Information is a basic requisite if the public and media are to be served properly. The by-word of a successful information program is informed cooperation with all public communications media. Information which is not exempt from provisions of the Freedom of Information Act should be provided upon request. Care should be taken in reaching decisions to withhold any sought-after information, and such decisions should be based on determinations when such action is clearly in the public interest. The withholding of information that can be certified from other sources can put the Bureau not only in a position of disrepute and embarrassment, but also can result in the worst kind of relations with the media.

2.2 Promptness and Accuracy. Promptness in responding to inquiries is the first element of cooperation with the media. Accuracy is the second element in dealing with the media and the inquiring public. Cooperation does not imply the need for granting special favors. In general, the guiding rule should be: All public statements should be made simultaneously available to all news media; and those that seek further enlargement of the information should be granted interviews with appropriate officials for the purpose.

The foregoing is not to imply that BIA information personnel may not suggest to media representatives ideas for feature or initiative stories, programs, films or film strips on an individual basis.

2.3 Handling Complaints. Every complaint -- and this includes complaints from our service population, the Indian people -- should be considered from the public relations standpoint as well as other standpoints. A follow-up should be made, and if some basis for the complaint is found, corrective action should be taken. The plaintiff should be courteously advised of steps taken to avoid recurrences.

2.4 Community Relations. Public information implies not only successful relations with the press and other information media, but cooperation with the general community. Bureau employees will respond favorably to requests from community organizations and agencies for help and assistance. Public lectures and participation in community activities on the part of Bureau personnel are encouraged.

2.5 Legislation. Comments on pending legislation shall be kept within the bounds of official statements made by the Commissioner or other authorized spokesman.

PUBLIC INFORMATION  
Procedures

3.1 General. The Director of Public Information, Headquarters Office, shall be notified, well in advance, of the intention of Directors or Area Offices to issue any public statement that contains policy implications or that appears to relate to programs beyond the immediate jurisdiction of the field installation. Advance notice shall be sufficient to permit the Headquarters Office, through consultations, to revise, if necessary, the proposed announcement. Announcements, in this context, shall include press releases, speeches, articles, publications, and reports, exhibits or other visual presentations.

To implement the aforesated policy and carry out the responsibilities and activities of the Public Information Office as outlined in 17 BIAM 4.3 and 4.4, the following procedures shall apply:

3.2 Official Expression. The Director of Public Information is responsible for obtaining clearances for all official expressions (speeches, press releases, articles, publications, visual presentations) intended for broadscale distribution or wide use. Excepted are technical materials developed as aids in the conduct of program activities of the Bureau (e.g., teaching materials for use in Bureau schools, technical instructional manuals, etc.).

A. Publications. Form DI-550, standard Departmental publications approval form, shall be submitted with drafts of proposed publications of general interest; those technical/scientific publications containing substantive or implied Bureau/Departmental policy and all statutory publications. A request to issue a new periodical or to extend or otherwise amend a previous authorization shall be accompanied by a letter of request addressed to the Director, Office of Management and Budget, prepared for the signature of the Director, Office of Public Affairs, Office of the Secretary in accordance with OMB Circular A-3. Publications subject to clearance procedures will be reviewed for content, style, format, cost and intended distribution. Clearance channels are as follows: (1) Commissioner of Indian Affairs through the Director of Public Information and/or the Publications Review Board (Central Headquarters Office); (2) Office of Assistant Secretary for Indian Affairs; (3) Office of Public Affairs, Office of the Secretary.

PUBLIC INFORMATION  
Procedures

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B. Speeches and Articles. Drafts of all policy speeches to be delivered by Bureau personnel shall be forwarded to the Director of Public Information, Central Office, in sufficient time prior to delivery to obtain policy clearance from the Offices of the Assistant Secretary and Secretary. Those articles for publication in official or non-official journals, if they represent official expression, shall also be submitted to the Director of Public Information for prior policy approval through the same channels.

C. Press Releases. Telephone or written clearance through the Director of Public Information is required prior to release of any information at a field level having more than local significance or impact. A telephone clearance should be sufficient in most cases. However, the Director of Public Information may require submission of a written draft if this is deemed necessary for policy reasons.

(1) To assist in the prompt issuance of news releases concerning major decisions by the Secretary, Assistant Secretary or Director, an advance draft of a news release will be prepared and attached to each significant decision document. For procedures governing advance preparation of press releases on notices and documents to appear in the Federal Register, see 318 DM 2.3C.

D. Films and Filmstrips. Prior to development of motion pictures or filmstrips for general public informational use, a clearance request (Form DI-551) shall be submitted to the Director of Public Information for transmission to the Assistant Secretary and the Office of Public Affairs, Office of the Secretary. The format, content, and cost of the proposed visual shall be outlined in sufficient detail to enable judgments to be made before any funds are committed for script or production. Moreover, prior approval is required of motion picture scripts and/or concepts before the Bureau extends cooperation or assistance for production of films. This clearance requirement does not apply to visual materials developed for program use as instructional aids in connection with services to Indians.

E. Exhibits. An 8" x 10" photograph of each exhibit in existence in Bureau offices (field and central) shall be provided to the Public Information Office together with a brief description of the nature of the exhibit, date when made, approximate cost, and name of the design contractor or designer. A statement as to costs and purposes and a description of a sketch of new exhibits for conventions, meetings, etc., is required by the Office of the Secretary/Office of Public Affairs.



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PUBLIC INFORMATION  
Procedures

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F. Still Pictures. It is the responsibility of each office to supply the Public Information Office with well-composed, properly captioned, serially numbered still photographs portraying activities of the various field installations as they affect the Indian people. Negatives need not be submitted, but the negative number must be clearly indicated on prints, for future reference. Credit lines are necessary only in the case of photographs supplied by sources outside the Bureau, and restrictions on use must be clearly defined in a statement carefully written on the reverse side of the prints.

3.3 Non-Official Expression. It is the policy of the Bureau to encourage informed non-official expression by employees on matters within their competence. If, however, the subject material involves any contribution by the Government, either in the preparation or presentation, the employee may not accept and retain remuneration from outside sources. Executive Order 10939 forbids the receipt of compensation by Secretarial officers in connection with non-official expression, the subject matter which is related to their official duties; and the policy applies to the Solicitor, the heads of Bureaus, and heads of other Departmental offices.

A. Notice of Intention and Certification of Compliance is required of any employee engaged in non-official expression. The notice and certificate must set forth an outline of the subject matter of the proposed expression; the medium of expression; name and title to be used in the work; a signed certification that the subject matter has been prepared or will be presented in full accord with conditions set forth above and also in accord with conditions set forth in 478 DM 1.4A, B, and C.

The Notice of Intention and Certificate of Compliance may be submitted in the form of a memorandum to the Commissioner, through the Public Information Office. A copy of each Notice of Intention and Certificate of Compliance shall be forwarded to the Director of Public Affairs, Office of the Secretary, together with a statement of verification from the Director of Public Information or the Commissioner.

3.4 Copyright Infringements. No copyright may subsist in any paper written by an employee of the Department in the performance of his duties. Such writings are in the public domain and should be made as widely available as practicable. The principle of public domain writings is equally applicable to papers prepared by contractors and grantees of the Bureau and Department. Hence, when a publisher obtains

PUBLIC INFORMATION

Procedures

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a copyright in a publication that includes a paper submitted by the Government, the copyright will not be effective as to the text of the Government paper.

On the other hand, privately or commercially published material is copyrighted under the Act of July 30, 1947, which specifically confers on the copyright owner the exclusive right to reproduce work protected by that statute. By implication, it forbids others to make copies of the copyrighted matter without the explicit consent of the owner or proprietor of the copyright. Anyone who, intentionally, or otherwise is connected with the unauthorized reproduction of copyrighted matter is subject to civil action for such infringement.

PUBLIC INFORMATION  
Organization and Functions

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4.1 Organization of Central Office. The Office of Public Information in the Central Office is headed by the Director of Public Information, referred to also as the Public Information Officer, who reports directly to the Commissioner/and/or the Deputy Commissioner. Because of its size, this Office is not organized into components. Rather, all key personnel of this Office report directly to the Public Information Officer on matters within their assigned functional areas and, together with the Public Information Officer and non-key personnel, are regarded collectively as the Office of Public Information.

A Bureau Publications Review Board, whose members and alternates are designated from time to time by the Commissioner, shall periodically review the direction, basic concepts, content, methods and practices of the publications program. The Board shall be advisory to the Director of the Public Information Office and to the Commissioner and any unresolved controversies between a majority of the Board and the Public Information Officer shall be decided by the Commissioner. Under normal procedures the Director of Public Information will submit manuscripts of proposed publications to members of the Board for their review and comment prior to publication. The Director of Public Information also should, when time elements permit, seek reaction of Board Members to proposed new publications especially those which are innovative in character.

4.2 Functions. The Office of Public Information exercises technical and general supervision over all information activities and information personnel of the Bureau. The Office:

- A. Provides public relations and information services and counsel for the Commissioner and members of his staff.
- B. Prepares and reviews informational material of all types concerning the programs and activities of the Bureau, except material of a service, scientific or technical character.
- C. Initiates and directs information programs of a Bureau-wide scope and involving special information problems, calling upon Bureau officials and information personnel of the Bureau field offices directly for assistance in effective prosecution of such programs.
- D. Provides information, service, and assistance for newspapers, press associations, magazines, radio, and television networks and stations, motion picture companies and other commercial and noncommercial information media concerning the work of the Bureau in all its phases, and contemporary developments in Indian affairs generally.

PUBLIC INFORMATION  
Organization and Functions

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4.3 Activities of Public Information Office. In carrying out the responsibility for developing and executing a program designed to inform the public of Bureau aims and activities as they apply nationally and locally, the Director of Public Information is a spokesman for the Bureau in dealings with news media and the general public and, as such, participates in all significant meetings and conferences dealing with Bureau policy and programs and is one of the major focal points to which all Bureau officials shall make reports on new and significant developments.

The areas of activity of the Public Information Office include:

- A. Disseminating information to the news media. This entails writing and issuing press releases, articles, etc., concerning newsworthy developments in Federal-Indian affairs.
- B. Creating special publications and reports as they are deemed appropriate and necessary to respond to demands from the public, the Congress, other agencies, and similar sources, with the intent that such publications and reports serve to enhance public understanding of Federal-Indian affairs.
- C. Writing speeches and special articles for the Commissioner of Indian Affairs, members of the Secretariat, and other key officials as requested.
- D. Developing exhibits, filmstrips, motion pictures, television and radio programs, photographic and slide collections and similar visual materials for use by Bureau program directors, other Government agencies, and non-official organizations as vehicles to create greater public understanding of Federal-Indian relations.
- E. Answering inquiries from the public (teachers, students, interested citizens of all walks of life), the Congress, and other agencies concerning nontechnical aspects of Bureau activities and Federal-Indian relations.
- F. Contributing to United States programs of cooperation with foreign governments (i.e., foreign visitors' exchanges; United States Information Agency activities in radio, press, and exhibits, etc.).
- G. Serving with the Board of Publication Review as focal point for clearance of nontechnical manuscripts (speeches, articles, publications, etc.).

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PUBLIC INFORMATION  
Organization and Functions

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H. Maintaining an internal information service, thus keeping Bureau personnel and organized Indian groups adequately informed of new developments:

(1) Channeling to field installations copies of press releases, publications, speeches, reprints of articles, and news clippings from regional newspapers. (A single copy of such materials is supplied to the Director of each Area Office. It is the responsibility of the Area Director to reproduce any quantity desired.)

(2) Developing and publishing monthly, or at another pre-determined regular interval, a policy explanation newsletter for dissemination to Bureau employees, tribal leaders and members, news media, other Federal agencies with Indian activities, Indian and Indian-interest organizations, Indian college youth and interested citizens.

(3) Supplying field installations with copies of new publications, and within reasonable limitations based on availability or other factors providing quantity supplies upon request.

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